The Office of Employee Programs has four distinct functional program areas, Workplace Giving (Commonwealth of Virginia Campaign), CommonHealth Wellness program, Employee Communications, and Employee Events. On special events, staff from one of these programs will often support staff in other programs to accomplish event goals. There were no changes to staffing levels in FY16.

Program Area	Staffing Level
Workplace Giving & Employee Events	2
CommonHealth	9
Employee Communications	1
Office Director	1
Total Staff	13

Workplace Giving – The Commonwealth of Virginia Campaign



Scope

The data in this section if for the 2015 CVC campaign, which ended February 2016 and loan program data from July 7, 2009, through July 31, 2016. Data on the grant program is for CY2016.

Summary

The Commonwealth of Virginia Campaign (CVC) is the only workplace giving campaign authorized by the Executive Order No. 27 (2014) for this purpose.

The 2015 Campaign reached several milestones, including dollars raised and number of charities participating in the campaign. The total dollars collected for the campaign was \$4,076,217, an increase of 7% over the previous year. Direct Giving by employees increased this year and a new system for reporting this source of giving is now in use.

Outreach programs were developed and used again this year to increase participation by charities and to educate CVC volunteers. Orientation programs were presented in Norfolk, Richmond, Williamsburg, Fredericksburg, Chester, Charlottesville, Staunton, Salem, Abingdon, and Fairfax.

The annual CVC student art contest was well received at public schools in Virginia, and the young artists were recognized at a ceremony during the CVC Kickoff this fall, with presentations of awards by the Governor. This program is achieved in partnership with the Department of Education's Art in the Schools program.

The Virginia State Employee Loan Program continues to thrive with \$17.8MM loaned since July 2009 to over 36,000 employee borrowers. Funding for loans is from the Virginia Credit Union and management of the program is in the office of Employee Programs.

The CVC Team provided assistance and/or coordinated special drives, including Tornado Relief in Virginia and Hurricane Relief in Louisiana.

Based on the successful UCI bike race a year ago, Employee Events planned a series of monthly employee engagement events. "Third Tuesdays" events were held each month from May to September to large crowds of state employees. Featured were eight or more Food Truck vendors with tantalizing international offerings for lunch, two musical performances (including at least one state employee in each group), badminton, corn-hole toss competitions, and Giant Jenga contests. A theme every month focused on several CVC charities who served a special group (such as services to veterans and search and rescue dogs and animal adoption). The monthly events were produced by CVC, CommonHealth wellness (the games operators), and the Employee Communications area. An upcoming program in September has special programs by VDEM and VDH (Emergency Preparedness Month), Flu shot Clinic, The Virginia Lottery anniversary celebration, and a cook-off event.

CVC coordinated an annual Marines Toys for Tots Drive in December 2015 with over \$2,000 in toys donated to needy children.

CVC Program Impact

- Food banks across Virginia continued to be major recipients for donated funds and food to help provide meals for our communities, backpack meal programs for weekends for school children, and Meals on Wheels programs. A total of over \$542,000 was raised for 16 food banks in Virginia in the 2015 campaign.
- Several CVC charities in Virginia whose mission is to prevent veteran homelessness were well supported in 2015 and contributed to the reduction of veterans without a home.
- Military service members returning from assignments overseas received help in finding
 jobs, temporary housing, and rehabilitative care by a more than a dozen CVC charities.
- Groups serving our youth were able to reach more children in more counties due to employee contributions. Over 15 charities specifically focused on the needs of our children.
- Families facing major health problems were supported by CVC charities providing temporary housing near their loved one's hospitals, research to end or treat many

diseases, support groups for families, and material and financial assistance where it was needed.

- Medical research in many areas was helped by donations to several CVC charities who serve in this area, including the Massey Cancer Center (VCU Health Systems).
- Victims of domestic violence received a safe haven during a crisis, food, clothing, counseling and job seeking services.
- The Virginia State Employee Emergency Assistance Fund provided grants to state employees facing an unforeseen emergency causing financial hardship, for employees facing funeral expenses after the loss of a loved one, help with restoration of storm-damaged homes, enormous medical bills resulting from accidents or illnesses and much more. The assistance fund is a CVC charity and employees donate to the fund to help other state employees in extreme need. Over \$23,000 was pledged by state employees helping other state employees through the Virginia State Employee Emergency Grant program No state funds are used in this program.
- The Virginia State Employee Loan Program is designed to provide low interest, personal loans of up to \$500 per loan, up to two loans per year, to help with short term financial gaps. There is no credit check for applicants, giving employees an opportunity to build good credit by repaying this loan on time. This program includes a financial education requirement and has loaned over \$17.8 million dollars since July 2009. Funding is provided by the Virginia Credit Union and the program is managed by the Office of Employee Programs. No state dollars are used to fund these loans.
- The annual Children's Art Contest is a partnership



with the Department of Education in which children in grades K-12 are invited to create artwork to support the annual campaign. Winning artists are recognized at an awards ceremony with the governor and the secretary of administration.



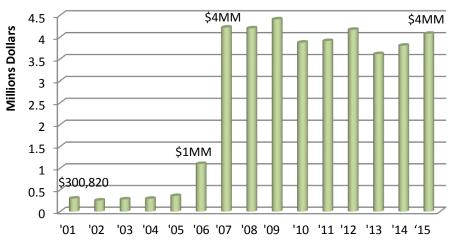


The Best in Show was made into a poster (above). Winners in other age groups are shown at left.

CVC Campaign Statistics

2014 CAMPAIGN DETAILS	Unique Donors	Gifts	% Participation	Average Gift	Total Dollars Trend
Total Giving, All Sources	29,830	\$4,076,217	26%	\$137	7% 🛧





CVC Campaign History			
Year	Dollars		
2001	\$300,820		
2002	\$254,939		
2003	\$281,345		
2004	\$295,804		
2005	\$360,239		
2006	\$1,097,553		
2007	\$4,218,150		
2008	\$4,200,014		
2009	\$4,405,080		
2010	\$3,873,159		
2011	\$3,910,178		
2012	\$4,167,044		
2013	\$3,611,678		
2014	\$3,804,500		
2015	\$4,076,217		

CVC Awards and Recognitions Event



Each spring, Employee Events sponsors a recognitions event for the many volunteers who run the campaign at their work locations. Both agency level awards (based on dollars raised, percent participation, and average gift measures) and individual and team recognitions are presented (including CVC Champion, Teamwork, Technology, Innovation, and other categories). Many agencies also hold their own award ceremonies to recognize their grass roots volunteers. Awards are presented by Sara Wilson, Chair of the CVC Advisory Council and DHRM agency head and Nancy Rodrigues, Secretary of Administration.

Loan Program Statistics

Since its inception in July 2009, state employees have benefitted by the Virginia State Employee Loan program, which was the first of its kind in the country. Employees with no or poor credit history can borrow up to \$500 over a six-month period with repayment through payroll deductions. A unique component of the application process is the requirement of completing successfully an online financial education quiz before each loan application can be approved.

	2014	2015	2016 1/1/16 – 6/30/15*
Number of Loans Funded	4,640	4,148	2,177
Value of Loans Funded	\$2,320,000	\$2,074,000	\$1,088,000

The number of loans funded in 2015 compared to 2014 dropped by 492. *Based on the first 6 months of 2016, the projected number of loans will be 4,354, or an increase of 206, not adjusted for the back-to-school rush in September or the pre-holiday period in December.

Since the loan program began in 2009, the demographics have shifted in several areas. The number of female borrowers has consistently been about double the number of male borrowers and the number has increased to 78% of borrowers are female and 22% are male.

Similarly, African-American employees have remained stable at 80% of the total borrowers. Conversely, the number of Caucasian employees with loans has decreased from 18% to 17%.

The age demographic tracks closely to the average age of state employees, with fewer borrowers under 40 and more over 40.

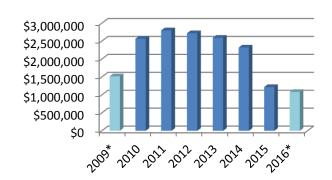
Employees in pay bands 1, 2, and 3 make up a large number of employees overall increased from 69% to 70% of all borrowers work in those pay bands.

DBHDS and DOC employee borrowers make up nearly half of all borrowers. This reflects the larger number of filled positions in pay grades 1-3 in those agency facilities.

No state dollars are used to fund these loans. The Virginia Credit Union provides the funds.

Total Dollars Funded from July 2009 through June 2016

*2009 includes loans funded 7/7/09 - 12/31/09.



^{*2016} includes loans funded 1/1/15 - 7/31/16.

Virginia Employee Assistance Fund – Emergency Grants Program

Employees facing an unplanned financial emergency may qualify for a confidential grant of up to \$500. This fund consists of donations to this 501(c)(3) charity from employee pledges, making it a program by employees for employees. The Grant Approval Team updated their approval criteria in 2016.

	2015		2016	
Grant Statistics	#	\$	#	\$
Number of Applications	59		19	
Approved Applications	12	\$6,000	5	\$2,320
Denied/Withdrawn Applications ¹	47		14	
Deposits to VSEAF Account Pledged for distribution following year		\$19,637		\$23,583

Most of the grants are requested to help defray the costs of emergency medical procedures that were beyond the coverages allowed by their health benefit plan. The next biggest category of expenses related to the unexpected death of a family member or ongoing critical extended illness of a loved one.

This modern-day version of the traditional "passing the hat" to help someone in an emergency is now a fair, confidential process for both donors to the fund and for the recipients of the grants.



¹ Reasons for denial include: already received a grant in last 12 month; did not meet grant requirements, or withdrawn application. Denied applicants cannot apply for another grant in 12 months; Applicants who withdraw an application are eligible to apply for another grant.

Special Projects Coordinated by Employee Programs/CVC Team²

2005	Japan Tsunami Relief Drive, Hurricane Katrina Relief Drive
2006	None
2007	Summer Cycle Safety Event
2008	MS150 Bike Ride (MS)
2009	MS150 Bike Ride (MS)
2010	Haiti Earthquake Relief
2011	None
2012	Be the Match Bone Marrow Drive, Massey Hoops, Food Drives, Tornado and Storm
	Relief in Virginia
2013	Oklahoma Tornado Relief Drive, Food Drives
2014	International Relief for Natural Disasters
2015	Nepal Earthquake Relief Fund, UCI Road World Championship
	Employee Zone, benefitting ChildFund (CVC Charity)
2016	Disaster relief for hurricanes and tornados in Virginia and Flooding in Louisiana
	Third Tuesday events (employee engagement), May – September

The CVC team created outreach programs to encourage employee participation in campaign, gain new charities, raise awareness of CVC events, and empower CVC volunteer teams at agencies including:

- 22 Charity Workshops offered statewide and online
- 23 Coordinator Workshops offered statewide; with an increase in face-to-face with new coordinators
- 17 Charity fairs at agency locations for new agency coordinators
- 6 Charity Fairs in James Monroe Building
- CVC Staff researched charities not in the campaign and 20% of those contacted qualified and were accepted into the 2015 campaign.
- Top 50 charities (in terms of designated gifts) were contacted to ensure they
 re-registered for 2015; four had not re-registered and subsequently applied before
 April 30.
- A section of the CVC homepage (*Communities*) features CVC charities that are having activity-based fund raiser events (walks, runs, and rides), giving charities more exposure and increasing direct giving by employees.

² Excludes some special direct giving drives held by individual agencies.

- A Facebook page for CVC charities, coordinators, and state employees made huge inroads in raising awareness of the needs of our community and speeding current news to stakeholders. CVC staff maintains the site, which does not require that a viewer have a Facebook account to view it and allows for swift updates.
- The annual application period for charities is March 1 through April 30. A few applications were rejected due to duplicate submissions. Remaining rejections were for either not meeting the minimum level of designations or for an overhead expense rate that is greater than 25%. Many new charities joined CVC this year either as an independent charity or through one of the federations of charities in the campaign.

SPECIAL ASSIGNMENTS

• The DHRM Spring Leadership Conference was held in April, 2016. Employee Events



managed the logistics, equipment and facility rental, food and beverage catering orders, exhibitor section, volunteer recruitment and selection, IT liaison between DHRM and presenters, signage, speaker gifts and presentations, hotel accommodations for out-of-town speakers, and other support functions.

- The *HR Leadership Symposium* was held in the fall of 2015. Employee Events provided signage and materials support.
- Employee Events teamed managed 80 volunteers, vendors, marketing, and musical talent for the week-long UCI Bike Race Employee Zone event.
- Virginia Public Service Week occurred in early May. Employee Events produced information and resource documents for agencies wanting to honor their employees. Employee Communications prepared materials for the proclamation by the governor to acknowledge employee contributions during this period.
- Planned a series of events for DHRM employees to observe Virginia Public Service Week
 including a picnic, laughing yoga, designing, ordering, and distributing DHRM polo shirts,
 arranging for an ice cream truck to visit the building, created a contest designed to
 engage employees in getting to know more about their coworkers, and create signage
 and messaging.

 Managed the communication, approval process, and presentation of Governor's awards for public service.

Created, deployed, and managed *Third Tuesdays* events for employee engagement were held May through September. The team collaborated with the Food Truck Association in Richmond, musical talent featuring employees, arranged parking for guests, and partnered with CommonHealth and CVC staff for additional segments.



Food Trucks were a big hit with employees.

Partnered with DGS and VDH on shared tables and chairs, established a volunteer recruitment tool for the events, and partnered with VDH, VDEM, Capitol Square Healthcare, and the Virginia Lottery for the upcoming September 2016 event.

Worked with Virginia Blood Services to market and manage six Blood Drives.

 Coordinated downtown Flu Shot clinics with Walgreen's pharmacy and other agency buildings. Prepared signage for use by other agencies to promote the flu clinics.

 Assisted the Capitol Square Healthcare Clinic with their opening in May 2016 and comarketing of events where appropriate.

FOCUS AREAS FOR 2016-2017

- Continue to improve the charity application process.
- Continue to use technology for solutions to reduce paper and improve efficiency and customer service, particularly through the new third party vendor contract for CVC fiscal processing and reporting.
- Review Online Giving System through Employee Direct.
- Continue to market the automated system designed to allow employees or CVC coordinators to upload their direct gifts to charities with receipts to increase the capture of these gifts to CVC charities. The system was completed in 2015 and is being well received in 2016. Automated,
- Continue to build and use automated systems not requiring DHRM IT support for self-service use by customers, including:
 - Ordering CVC Campaign Materials
 - Opting in or out of regular distribution lists
 - Downloading CVC training materials
 - Downloading CVC Art for marketing
 - Surveys for customer service ratings
 - Created surveys for other office areas on request
- Explore options to increase employee-charity interaction opportunities.
- Facilitate and host Charity Fairs
- Social Media: Three FaceBook pages (CommonHealth, CVC, and Employee Events) receive many hits daily and it allows the publication of time-sensitive information quickly without IT support.
- Market Volunteer opportunities for employees at local charities
- Increase number of designations to the VSEAF through increased marketing

CommonHealth Wellness Program

This fall, CommonHealth marks the thirtieth year of making wellness work for state and local choice employees. Since 1986, the goal of the CommonHealth Wellness program is to educate employees about creating and maintaining healthy behaviors, including diet and nutrition, exercise, and eliminating sedentary lifestyles. Two original, focused programs are launched each year, in support of the Office of Health Benefits to focus on areas where education may have a positive impact on health insurance claims, lost days from work, and reduce injuries.

In addition, the CommonHealth team works with ActiveHealth and the Healthy Lifestyles programs, WeightWatchers at work, the Employee Assistance Program and the Employee Dispute Resolution office in DHRM. CommonHealth Regional Coordinators participate in the Healthy Youth Foundation programs and some projects operated by VDH.

CommonHealth Wellness Program (continued)

In May, CommonHealth and Employee Events staff assisted in the startup process for the Capitol Square Healthcare clinic in the James Monroe building, including collaboration on Blood Drives, cross marketing, assisting with the opening ceremony, and exchanging information on CommonHealth programs with the clinic.

Nine CommonHealth Wellness Educators located across the state deliver programs to all Commonwealth agency locations and participating The Local Choice counties and cities participating in the health plan for those groups. Each program is fresh, well researched, and includes partnerships with medical experts in the program area. Participation increased to 32% year over year. The biggest barriers to expanding participation in CommonHealth programs at agency sites still appears to be lack of support from management, especially at smaller locations across the state.

This group of professionals travels the Commonwealth to present programs in the areas of employee health, wellness, and safety. Programs for FY16 included *Dial it Down-Stress Less and Move it Virginia (Move More, Sit Less)* has focused on a variety of ways to keep employees moving. Each participant received a stretch band for use during stretch breaks. Both programs were extremely well received and ignited a series of walks, stretching sessions, and interest in standing desks. *Dial it Down* was very successful, especially in office areas where space was limited and in cubicles with sound transfer. The program provided tips on how to address ongoing issues that cause stress at work and at home.

In 2015, the Employee Fan Zone set up during the UCI Road World Championship bike race gave employees an opportunity to meet other state employees and enjoy a walk in beautiful weather. CommonHealth sponsored bike ride challenges, bike safety clinics, and a contest for selected employees to ride in the *Conquer the Cobbles* event during that week. These activities coincided with a Bike Virginia project. A program





to collect and recycle used bikes was held in

October and area employees contributed more than 100 bikes, which were distributed to two CVC charities who use bicycles as part of their youth and adult programs. The success of this week-long event sparked an interest in similar Employee Events for the following year. *Third Tuesdays* (from April to September 2016) included active games and information stations operated by CommonHealth educators.

CommonHealth Wellness Program (continued)

Innovative programs are offered each year including onsite programs, and multiple delivery systems for those employees who could not attend a face-to-face session. Not only are the programs educational and fun, they help you stay fit and healthy. More than 500 agency locations in the Commonwealth of Virginia participate in these programs, which are delivered at the work site in multiple formats customized to meet the needs of the employees at each agency work location. Over 31,000 face-to-face employee contacts are made during each program, at agency locations and another 7,000 through electronic means. The average participation rate for all state employees is 32%, up from 30% in FY16.

New program development includes current research into advances in disease management, fitness, and nutrition to help employees decide to make changes in their behavior and set goals for a healthier lifestyle. CommonHealth works with the Office of Health Benefits to determine which clinical topics result in the most claims so to make a greater impact on employee health and wellness. This increases the impact of the program on employee health. All CommonHealth programs can be directly tied to Health Benefits programs, the EAP, and services provided by Active Health resources, which is consistently promoted by the CommonHealth team.

To meet the requirements for employees to earn premium awards for benefits program deductions, CommonHealth encourages employees to get biometric screenings and submit the information to OHB and to use that doctor's visit to begin a closer doctor-patient relationship.

Looking Forward: Employee Programs Focus Topics for FY16/FY17

- 1. CommonHealth continues to concentrate on program development that addresses the health conditions that generate higher numbers of health benefit claims.
- 2. Provided special programs or resources for agencies on request, in areas such as stress management and tips for packing a healthy lunch.
- 3. Scheduled CommonHealth program presentations to coincide with agency staff meetings, benefit fairs, and other employee events. A growing number of agency locations feature CommonHealth presentations on their all-employee staff meetings, which increases the number of employees reached in a single event.
- 4. Created and published weekly emails to CommonHealth agency coordinators on a wide variety of topics to keep them energized about the current program. These WellNotes are forwarded by agency coordinators to their coworkers. A survey showed that *WellNotes* is the most widely read CommonHealth publication.

Looking Forward: Employee Programs Focus Topics for FY16/FY17 (continued)

- 5. In January 2016, CommonHealth established a Wellness Wednesdays Wellnote program that employees could opt-in to receive a mid-week special-topic wellnote that provided practical, easy to use tips on the current program material. This started with the *Dial it Down* program in January and has been launched for the *Get a Grip on Joint Pain* this month. Unlike the regular weekly wellnotes that are sent to agency CH coordinators and then forwarded or posted at work locations, these Wednesday wellnotes are sent to a discrete mailing list of employees who want to make lifestyle decisions based on newly released information.
- 6. Continued to publish *Inside CommonHealth*, a publication that updates agency CommonHealth Coordinators on current and upcoming programs and ways to engage their coworkers on a regular basis. This is an electronic publication.
- 7. The Compass is a publication marketed to employees of all agencies and includes articles about ways to improve their wellbeing by making adjustments in their behaviors. This publication is distributed electronically to all employees with access to a computer and 5,000 paper copies are distributed to agencies with groups of employees who do not use a computer at their workplace.
- 8. A Facebook page for CommonHealth has been expanded and continues to reach more than 700 people each week. Photos of employees participating in healthy activities are featured often. Winners of CommonHealth challenges are featured and progress in different areas are included and recognized.

CommonHealth Program Sessions for FY17

Get a Grip on Joint Pain – began in August 2016 and focuses on how to move properly and prevent injuries and how to deal with arthritis, bursitis, and our advancing age and the impact it has on all of us. Arthritis treatments are some of the most expense drugs prescribed today. In addition, as people become more active, they may incur some joint pain if their exercise plan is not right for them.

Focus on Fiber and Nutrition – is a different approach to the wide open topic of nutrition. This program will launch in January 2017. Employees will learn about the use of fresh vegetables in their diet and the sources of soluble and non-soluble

In addition to these standard programs that are offered to COVA locations as well as eligible TLC locations, new optional programs are in development to focus on brain health.

The Local Choice (TLC) health benefits program for some localities in Virginia includes at least one CommonHealth program per 12-month period. Some localities are logistically challenging to reach in person and others have requested two programs per year.

Employee Communications

DHRM Employee Communications coordinates all communications from the Governor, Chief of Staff, Secretary of Administration and from Commonwealth of Virginia agencies to employees statewide, to agency heads and other government officials.

Employee Communications is the primary stop for receiving FOIA requests across the agency. For FY16, 43 FOIA requests were received, many of which were from the news media.

Employee Communications is also responsible for events and information annually regarding Virginia Public Service week in early May, which is held at the same time as National Employee Recognition Week. The *Governor's Public Service Awards* are given in seven categories to recognize the outstanding contributions of individual employees and teams to state government. A total of 204 nominations were received from state agencies and 769 employees volunteered to serve as Ambassadors for the 2016 ceremony. Governor McAuliffe presents the awards each year in a special ceremony.

In addition, the employee communications area provides communications counsel and support to the state health benefits program. Responsibilities include development of communications strategy, development and distribution of annual state employee Open Enrollment communications and of other communications tactics throughout the year. Highlights for FY 2016 included weekly e-mails during Open Enrollment on health care options for employees and featured an updated online plan decision tool.

Employee Communications staff serves as the Records Officer and Conflict of Interest Officer for the agency.

Employee Communications plays a major role in preparing CommonHealth's *The Compass* publication for production and distribution, as well as creating *The Spotlight*, which focuses on health benefits choices just before the open enrollment period.

Employee Communications is also responsible for the statewide program providing discounts to employees, program management and communications for the Weight Watchers partnership with DHRM and reimbursement to employees.

Customer Service Satisfaction Survey

Annual surveys of key client/employee overall satisfaction with employee program areas were completed in late June.

Program Area	Customer Satisfaction Score
Commonwealth of Virginia Campaign	96.7% Good or Better
CommonHealth Wellness Program	96.3% Good or Better

Looking ahead to FY17

COVA clients will continue to be able to request on-request programs from CommonHealth wellness educators to meet agency-specific needs. We often have requests to revisit an older program or to pull together information about a unique topic that is a concern. A new initiative is underway to provide CommonHealth services to local school divisions and authorities. The initial plan is to offer similar services to those offered to The Local Choice participants.

The Commonwealth of Virginia Campaign will continue to encourage agency employees to use the EmployeeDirect online giving system to reduce paper. A reduction in the number of charities in the campaign may increase donations to those charities returning to the campaign this year. The shifts in the economy could continue to be a factor in employee giving. Employees will receive an increase in pay this fall, which could make an impact on employee giving. However, Virginia state employees have continued to give generously in their time, talents, and monetary gifts even in years with a poor economy. A new application for EmployeeDirect is in the evaluation stage; the process for applying for and disbursement of a a 50% refund to those participating in Weight Watchers classes who meet several criteria. The current process is almost entirely manual and very labor intensive. This approach is being considered because the EmployeeDirect CVC online giving uses much of the same employee data that is processed with automated giving.

A new contract for CVC fiscal and reporting services was awarded in August and it will include a revamping of reporting systems to allow answers to questions by charities and donors in a faster manner.

Employee Programs will continue to make process improvements in all of the programs, specifically focusing on reducing paper, increasing efficiency and accuracy, and distributing the entering of data to the person who originates the data. For examples, charities are responsible

for accurate date on their applications; employees and coordinators at agencies will enter or upload information to progress reports. Registrations for special events or training are now automated.

In summary, each of the 13 members of the Employee Programs team will continue to develop their knowledge, skills, and abilities while improving our customer service by anticipating and meeting their needs. As a team, we are nimble in responding to new requests while optimizing the collective skills of the team.